



LinkedIn Pages

Action plan for Startups

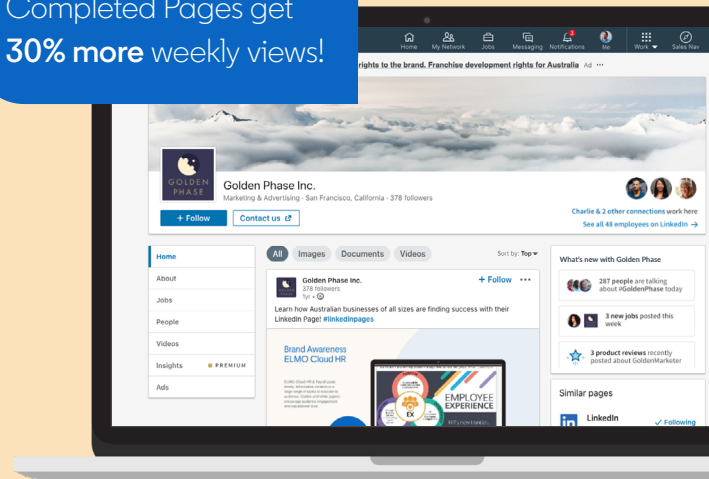
With 10 best-in-class content examples

Your LinkedIn Page is the first place members go to learn about your company, products, and services.

More than any other social media platform, members leverage LinkedIn to find business solutions because of the trusted, professional nature of the community.

By maintaining an active and updated Page that showcases your startup's story, members will be able to search, learn, and refer your business to their broader network. We put this guide together to help you get set up quickly so you can grow your startup on LinkedIn.

Completed Pages get
30% more weekly views!



Complete your Page

First, you'll need to set up your Page and fill out the "About" tab. This step is crucial, because it establishes your organization's credibility and makes your Page more searchable on and off LinkedIn. You can edit your Page details from desktop or mobile.

1 Fill out your description.

Ask yourself these key questions when writing your organization's description:

- **Origin Story:** Where did our idea and passion come from?
- **Vision:** What are we solving for?
- **Values:** What core values support our vision and decision making processes?
- **Positioning:** What are our core product & service offerings?

2 Add your logo and cover image.

If you don't have a logo or cover image, create a free one at [Canva.com](https://www.canva.com). Logos should be sized at 300x300, cover images at 1536x768.

3 Input your organization's details.

This includes your **website (if you have one)**, **city/country**, **industry**, and **size**.

4 Consider a custom CTA button.

If your goal is lead generation, choose from five different call-to-action buttons to drive the right action from your Page visitors.



Grow your followers

On LinkedIn, we've seen that once Pages gain 150 followers, their opportunity for growth becomes exponential. Follow these best practices and you'll be on your way.

One time

Add the LinkedIn "Follow" button to your website. You may need to ask your web developer to [implement the plugin](#), but we promise it's easy and worth your while.

Link to your Page in all of your marketing templates. Consider adding a link to your email signature, business cards, newsletters, and blogs.

Once a day

Post content daily. We recommend once per day or a few times a week. Post Monday through Friday, between 9 a.m. - 5 p.m., as members are most active during the work week.

React and comment on hashtag feeds. By associating your Page with relevant hashtags in your Communities panel, you can enter the feed and participate in conversations from the perspective of your organization, thus increasing your brand exposure.

Once a week

Cross promote your Page on other social platforms to reach different audiences.

"[Notify employees](#)" of important posts. Your employee's networks are typically 10x the size of Page followers. You can prompt your employees to react, comment on, and share your top posts, extending the reach of your content.

Once a month

Switch up the hashtags in your Communities panel.

Based on your current goals, consider broad (industry, etc.), niche (product, etc.), and talent branding hashtags.

Tap into your customers' networks. Think of top customers who'd recommend your business, and ask them to post on their network with an @mention of your Page. Re-share the posts on your Page with a thank you.

Review your Page analytics.

It's hard to gain followers if you're posting the wrong content for your audience. [Use analytics](#) to find out what resonates most and where there are opportunity gaps.

@mention influencers or other Pages you admire. Share why you admire or want to work with them. Try not to sound spammy; make those tagged proud to re-share your post with their broader network.

Once a quarter

Invite your personal connections to follow your Page. Starting in late 2019, you can use the new "Invite to Follow" feature to invite your first-degree profile connections to follow your Page.

Research your competitors' content. Navigate to the member view of your Page and check out the "Similar Pages" section on the right-hand side to see how your Page compares to similar organizations. Review their content to identify tactics that are working and whitespace that your organization can fill.



Post engaging content

Posting consistent, compelling updates on your Page is key as you acquire and retain followers. Here are our best practices for sharing the right content for your audience(s).

Pages that post daily get
2x the member engagement

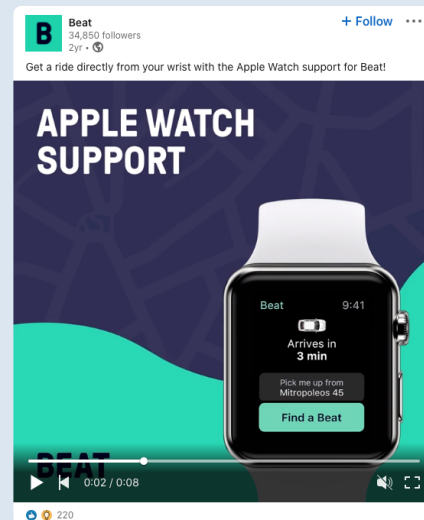


- **Use the Content Suggestions tool.** Here, you can discover topics and articles that are trending with your target audience.
- **Re-share your business's best @mentions.** Highlight the best of your brand by showcasing mentions from employees, executives, and key customers. Find them under your Activity tab on either desktop or mobile.
- **Include custom images and videos in your posts.** Video is 5x more likely to drive member engagement than other media types. Keep them short and authentic.
- **Share PowerPoints and PDFs.** Upload visually-rich documents to help your followers dive deep on your startup's offerings.
- **Spark conversation to win engagement.** Ask questions that encourage members to respond or tag their connections, and be sure to respond to all comments. Back-and-forth conversations are key to helping your post be seen by a wider audience.
- **Create a monthly content calendar.** Review your Analytics tab prior, to see what content is performing best.
- **Use the 3-2-1 model.** Every week, aim to publish three pieces of industry-related content, two pieces of "proud" content (content that make your employees and community feel good), and just one piece of product or service-related content.
- **Schedule your posts.** Using a tool like Hootsuite or Sprinklr, you can schedule all of your content ahead of time.

Examples from other startups

Sometimes, it's better to show than tell. Here are some of our favorite examples of startups leveraging Pages to achieve their growth objectives. Use these examples as thought starters for your Page.

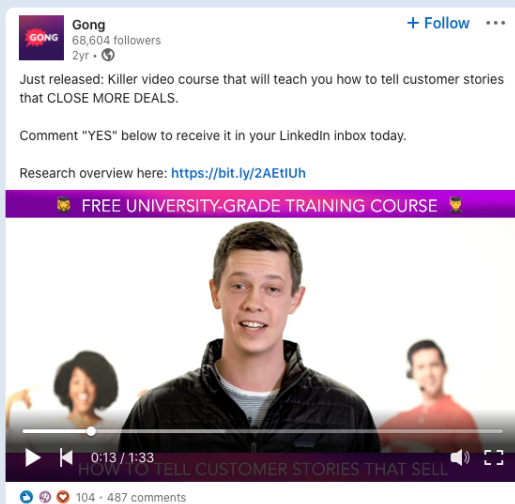
Showcasing innovation



[See the post ►](#)

Beat Co., a transportation tech startup based in Greece, shares an animated GIF that demonstrates the ease of hailing a ride with its app on the Apple watch.

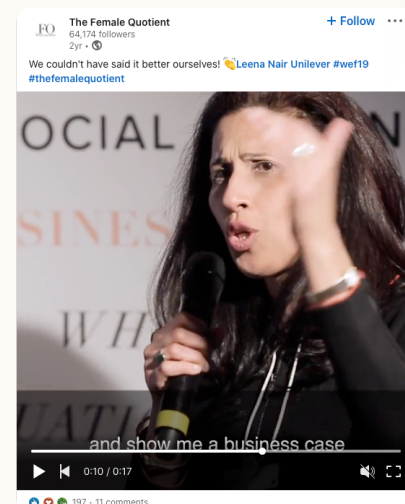
Lead generation



[See the post ►](#)

By leveraging giveaways and contests, **Gong.io**, a conversation intelligence tech startup based in San Francisco, CA, drives member engagement and leads through comments.

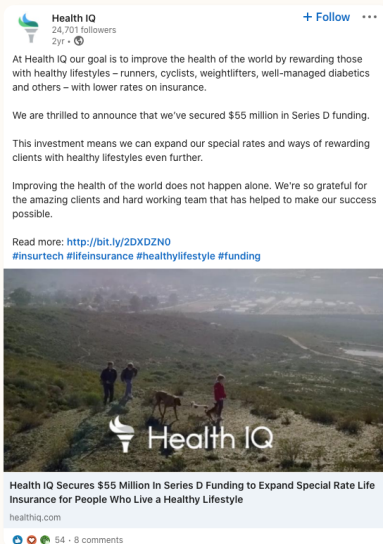
Thought leadership



[See the post ►](#)

The Female Quotient, a startup focused on workplace equality based in Los Angeles, CA, captures thought leadership with a video of Unilever's Chief HR Officer speaking about gender equality.

Funding news



See the post ▶

Health IQ, a California-based startup in the health insurance space, promotes their latest round of funding.

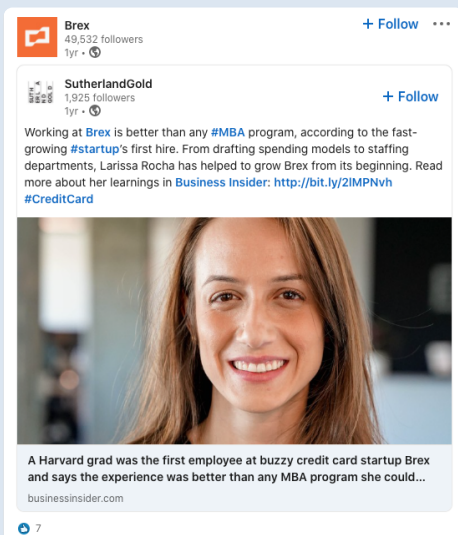
Industry recognition



See the post ▶

Cyber startup **Snowflake** based in San Mateo, CA embeds video to announce their inclusion in LinkedIn's Top Startups list for 2019.

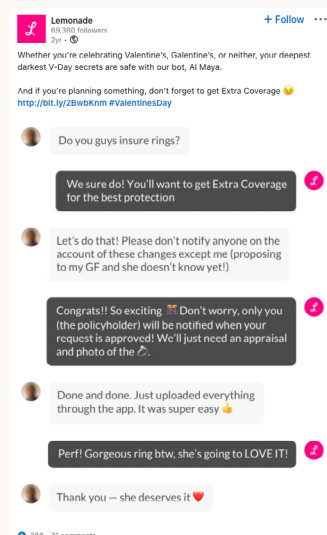
Talent branding



See the post ▶

California based financial services startup **Brex** shares an interview with their “first hire” from Business Insider speaking towards why her experience has been better than an MBA.

Customer spotlight



See the post ▶

Lemonade, a direct-to-consumer insurance startup based in Israel, drives timely awareness of its insurance service offerings by showcasing real customer interactions with their customer service bot, AI Maya.

Partnership promotion

Plenty
23,542 followers
2yr • Edited •

+ Follow ...

We're excited to announce that Plenty is now available through **Good Eggs**, our first retail partner in the Bay Area.

All four of our products including Velvet Kale, That Good Spice (Tatsoi and Mizuna), Garden Party (Spring Mix) and Sweet Baby (Romaine) are available.

A partnership between Plenty and Good Eggs was a no-brainer. At their core, they believe in providing absurdly fresh groceries, curated for you. This is the first partnership of many designed to bring Plenty's clean, pure produce to the world.



208 • 5 comments

See the post ▶

Plenty Farms, an eco-conscious farming startup based in San Francisco, @mentions Good Eggs with a custom image to promote the new products carried by their partner retailer.

Event promotion

Nuro
34,744 followers
1yr •

+ Follow ...

Nuro is holding a Women in Robotics Tech Talk September 19th at 6 pm! This discussion will highlight the journeys of five extraordinary women at Nuro who will share their stories on how they got into robotics and started building this groundbreaking technology.

If you are interested in Robotics or working at Nuro, this is a great opportunity to learn more. Sign up here: <https://bit.ly/2mbUQFS>

#robots #selfdriving #autonomousvehicle #autonomousdriving #nuro #selfdrivingvehicles



152 • 10 comments

See the post ▶

Nuro, a robotics company based in Mountain View, CA highlights participation in an industry event, “Women in Robotics Tech Talk.”

Audience engagement

Kaggle, a data science services startup based in San Francisco, posts contests, challenges, and niche third-party content to spark conversation and inspire its target audience.

See the post ▶

Kaggle
281,281 followers
2yr •

+ Follow ...

Why are machine learning projects so hard to manage? Competition host, Lukas Biewald explores why humans are “not so great” at evaluating what will be hard for AI, and as offers tips to deal. 🤖 <http://ow.ly/tavo30nx9DJ> #deeplearning #machinelearning

| Human Generated Code | ML Generated Code |
|---|---|
| <pre>from keras.layers import Dropout from keras.utils import np_utils from keras import Config config = Config() # Load data (X_train, y_train), (X_test, y_test) = mnist.load_data() img_width = X_train.shape[1] img_height = X_train.shape[2] X_train = X_train.astype('float32') X_test = X_test.astype('float32') X_train /= 255. X_test /= 255. # One-hot encode outputs y_train = np_utils.to_categorical(y_train) num_classes = y_train.shape[1]</pre> | <pre>from keras.layers import Dropout from keras.utils import np_utils from keras import Config config = Config() # Load data (X_train, y_train), (X_test, y_test) = mnist.load_data() img_width = X_train.shape[1] img_height = X_train.shape[2] X_train = X_train.astype('float32') X_test = X_test.astype('float32') X_train /= 255. X_test /= 255. # One-hot encode outputs y_train = np_utils.to_categorical(y_train) num_classes = y_train.shape[1]</pre> |

244 • 1 comment

LinkedIn operates the world's largest professional network online, with **more than 740 million** members in over 200 countries and territories. This represents the largest group anywhere of influential, affluent, and educated people.

Relationships matter. With services and tools provided by LinkedIn Marketing Solutions, brands build relationships with the world's professionals by using accurate targeting to deliver relevant content and communications.

As today's connected professionals seek out ideas and insights from the people and brands they trust, marketers use LinkedIn to target advertising and publish professional content to reach and connect with them.

To learn more about how to optimize your LinkedIn Page visit lnkd.in/pagesbp

Get started

LinkedIn Marketing Solutions